

CSC Adopted: October 2001 , CSC Revised: _____**Class Title: Media & Production Manager****BRIEF DESCRIPTION OF THE CLASSIFICATION:**

Markets and promotes cultural and convention center. Manages promotions, advertising and marketing of events. Assists promoters and patrons. Maintains contact with media. Coordinates and develops marketing and advertising opportunities for the venues. Liaisons with presenters. Manages public relations. Places advertising and press releases with local, regional and national publications. Assists with booking and management of events.

ESSENTIAL FUNCTIONS:

This information is intended to be descriptive of the key responsibilities of the classification. The following examples do not identify all duties performed by any single incumbent. Specific requirements of individual positions are described in the Job Description.

Physical Strength Code		ESSENTIAL FUNCTIONS
1	L	Performs marketing by coordinating promotions, press and advertising, coordinating promotional activities with managers, agents, public relations professionals, industry personnel, city officials, clients, agents, marketing representatives and automated ticket distributions companies, developing and maintaining working relationships with industry peers, speaking on radio and television programs, maintaining a mailing lists for groups, individuals and businesses to promote various events and shows, coordinating promotions with media, restaurants, retailers, business associations and others, preparing monthly calendar of events, writing market summaries for departmental reports, developing marketing and advertising materials, placing advertising and press releases with local, regional and national publications, and performing special projects.
2	L	Manages events by serving as event duty manager, coordinating group sales efforts, soliciting groups, coordinating with box office, mailing orders, following up with groups, payments and preparation for group settlements with the box office, accounting and promoters, developing and maintaining contacts in the event, concert and theatre industries to increase number of events in department venues, assisting with booking events, and coordinating events with promoters, staff and contract services.
3	L	Performs administration duties by attending city meetings, serving on department committees, supervising student interns, assisting with advertising sales, soliciting proposals, negotiating trade agreements, preparing advertising settlements for events, supervising receptionist and assistants, maintaining patron information telephone recordings, coordinating patron surveys, tabulating results and distributing reports, and managing advertising budget.
4	L	Performs public relations by developing and maintaining working relationships with media, writing, editing and issuing press releases, photos and other informational materials to newspapers, radio and television representatives, scheduling interviews, coordinating press opportunities with promoters, national press representatives, company managers, actors and media, and serving as department representative to city and event committees.

CSC Adopted: October 2001 , CSC Revised: _____**CLASS REQUIREMENTS:**

CLASS REQUIREMENTS	
Formal Education / Knowledge	Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four years of college resulting in a Bachelor's degree or equivalent.
Experience	Three years experience.
Certifications and Other Requirements	Valid Driver's License
Reading	Work requires the ability to read correspondence, publications, reports, legal documents, and promotional materials.
Math	Work requires the ability to perform general math calculations such as addition, subtraction, multiplication and division.
Writing	Work requires the ability to write correspondence, reports, press releases, proposals, and promotional materials.
Managerial	Managerial responsibilities include planning events, and coordinating activities with staff and other departments.
Budget Responsibility	Prepares documents and does research to justify language used in documents for a unit of a department and may recommend budget allocations.
Supervisory / Organizational Control	Work requires functioning as a lead worker performing essentially the same work as those directed, and includes overseeing work quality, training, instructing, and scheduling work.
Complexity	Work is governed by broad instructions, objectives and policies. Work requires the exercise of considerable initiative and independent analytical and evaluative judgment.
Interpersonal / Human Relations Skills	Contacts others within the organization. These contacts may involve similar work units or departments within the City which may be involved in decision making or providing approval or decision making authority for purchases or projects. Works with individuals outside the City who may belong to professional or peer organizations. Working with various state and federal agencies may also be required. Vendors and suppliers may also be called upon for information on purchases, supplies or products. Meetings and discussions may be conducted with customers, vendors and sales representatives.

CSC Adopted: **October 2001** , CSC Revised: _____**OVERALL PHYSICAL STRENGTH DEMANDS:**

Sedentary	Light X	Medium	Heavy	Very Heavy
S = Sedentary Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time	L = Light Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	M = Medium Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	H = Heavy Exerting 50-100 lbs. occasionally, 25-50 lbs. frequently, or up to 10-20 lbs. constantly.	VH = Very Heavy Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

PHYSICAL DEMANDS:

C = Continuously 2/3 or more of the time.	F = Frequently From 1/3 to 2/3 of the time.	O = Occasionally Up to 1/3 of the time.	R = Rarely Less than 1 hour per week.	N = Never Never occurs.
--	--	--	--	----------------------------

This is a description of the way the job is currently performed; it does not address the potential for accommodation.

PHYSICAL DEMANDS	FREQUENCY CODE	DESCRIPTION
Standing	F	Copier, fax machine, filing, working at events, meetings, various activities
Sitting	F	Computer, desk work, meetings, answering telephone
Walking	F	Inter-office, moving from varied activities, around all events
Lifting	O	Office supplies, boxes, items for events, chairs, table
Carrying	O	Various event materials
Pushing/Pulling	R	Chairs, tables, event activities
Reaching	F	Office supplies, into cabinets, storage areas/closets
Handling	O	Office supplies, boxes, items for events, chairs, table
Fine Dexterity	C	Computer keyboard, writing
Kneeling	O	During event set-up of promotional materials
Crouching	O	During event set-up of promotional materials
Crawling	N	
Bending	O	During event set-up of promotional materials, while reaching
Twisting	O	During event set-up of promotional materials
Climbing	F	Stairs
Balancing	N	
Vision	C	Computer, desk work, reading, writing, filing, observations, inspections
Hearing	C	Telephone, co-workers, supervisors, patrons, promoters, media, public, meetings
Talking	C	Telephone, co-workers, supervisors, patrons, promoters, media, public, meetings
Foot Controls	N	
Other (specify)	N	

CSC Adopted: **October 2001** , CSC Revised: _____**MACHINES, TOOLS, EQUIPMENT, AND WORK AIDS:**

Computer, laser or inkjet printer, copy machine, fax machine, telephone, Standard Microsoft Windows and Office software, Internet/Intranet

ENVIRONMENTAL FACTORS:

D = Daily	W = Several Times Per Week	M = Several Times Per Month	S = Seasonally	N = Never
-----------	-------------------------------	--------------------------------	----------------	-----------

HEALTH AND SAFETY		ENVIRONMENTAL FACTORS	
Mechanical Hazards	N	Dirt and Dust	M
Chemical Hazards	N	Extreme Temperatures	N
Electrical Hazards	N	Noise and Vibration	M
Fire Hazards	N	Fumes and Odors	N
Explosives	N	Wetness/Humidity	N
Communicable Diseases	N	Darkness or Poor Lighting	N
Physical Danger or Abuse	M		
Other (see 1 below)	N		

PRIMARY WORK LOCATION	
Office Environment	X
Warehouse	--
Shop	--
Vehicle	--
Outdoors	--
Other (see 2 below)	X

(1)

(2) Theatres, arena, exhibition hall

PROTECTIVE EQUIPMENT REQUIRED:

None

NON-PHYSICAL DEMANDS:

C = Continuously 2/3 or more of the time.	F = Frequently From 1/3 to 2/3 of the time.	O = Occasionally Up to 1/3 of the time.	R = Rarely Less than 1 hour per week.	N = Never Never occurs.
--	--	--	--	----------------------------

NON-PHYSICAL DEMANDS	
Time Pressures	F
Emergency Situations	R
Frequent Change of Tasks	F
Irregular Work Schedule/Overtime	F
Performing Multiple Tasks Simultaneously	F
Working Closely with Others as Part of a Team	F
Tedious or Exacting Work	F
Noisy/Distracting Environment	O
Other (see 3 below)	N

(3)